

#EWECisME

Digital Campaign in Support of the Updated Global Strategy for Women's, Children's and Adolescents' Health



EVERY WOMAN
EVERY CHILD
is me

The Moment

The UN Secretary-General is hosting a senior leaders retreat 14-15 May, 2015 to call on global, regional and country leaders to champion women's, children's and adolescent's health and the updated *Global Strategy for Women's, Children's and Adolescents' Health* leading-up to the Sustainable Development Goals Summit in September. This event will also be a critical moment at the highest-level to call for new commitments to the updated Global Strategy for announcement in September.

The Campaign

We are all partners working toward the same goal: **to end all preventable deaths of women, children and adolescents and improve their health & well-being within a generation.**

"*Every Woman Every Child is ME*" is the belief that we are all united as individuals around our cause and that the health of women, children and adolescents affects us all. From health workers to CEOs, how we champion *Every Woman Every Child* commitments may be different; but our actions contribute to the same vision.

Join #EWECisME in 3 Easy Ways

1. Starting May 14, follow the hashtag #EWECisME. There you'll see an ongoing conversation from events in NYC, including live tweets from @UnfEWEC.
2. We need your help raising the profile of these online conversations and to capture the attention of global leaders. Contribute your own voice through original tweets using #EWECisME or the ones we suggest in the toolkit.
3. Take your photo using the sign in the toolkit. Share through Facebook, Instagram and Twitter using #EWECisME. Add "I am ..." and include who you are and why you are involved in the *Every Woman Every Child* movement.

At the Lunch on May 14

A video crew will be onsite to collect short statements from leaders before (starting at 12:00PM) and after the lunch. We would appreciate your support. The strength of our movement is the breadth and diversity of our voices. Videos will be edited into short clips to be shared on social media. Attendees will receive their short videos following the retreat.

Contact:

Trish Garrity, Senior Account Coordinator at Fenton, will be coordinating interview requests for media and on behalf of the video crew. Trish can be reached at tgarrity@fenton.com.